International Trade Canada
Commerce international Canada
Canada

CanadExport

Vol. 23, No. 8
May 2, 2005

Capitol Hill welcomes Canada-U.S. Partnership Day

On March 1, International Trade Minister Jim Peterson was joined in Washington, D.C., by Belinda Stronach, Conservative International Trade Critic, the Canada-U.S. Inter-Parliamentary Group, the Senate Standing Committee on Agriculture and Forestry, provincial and territorial ministers responsible for international trade and forestry, and several industry associations on the occasion of Canada-U.S. Partnership Day.

This important trade advocacy day provided an opportunity for MPs, senators, provincial partners and

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Photo credit Canadian Embassy in Washington, D.C.

From left: Minister Peterson; California Congressman David Dreier; and Senator for Metro Toronto, Jerry Grafstein.

Canada builds partnerships with key U.S. lab

Partnerships, technology transfer, commercialization and Canada-U.S. collaboration were the predominant themes when 45 Canadians visited the new Idaho National Laboratory (INL) in March. The "Canada-Idaho National Laboratory Technology Exchange and Partnership Development Mission" brought a mix of Canadian companies, research agencies, academia and government officials to Idaho Falls, Idaho to meet with INL officials, discuss business and technology transfer opportunities and learn more about the capabilities of this important U.S. Department of Energy (DOE) laboratory.

Led by Canada's Consul General in Seattle, Jeffrey Parker, the mission highlighted the cooperation between the Consulate General, the INL and the provinces of Alberta and British Columbia. The mission's aim was to identify and align compatible science and technology interests into partnerships, strengthening energy security and bolstering economic growth in North America. To signal our presence, Canada hosted a networking reception at the Idaho Falls Museum prior to the business meetings. The delegation was warmly welcomed by the Mayor of Idaho Falls and the senior U.S. DOE representative responsible for overseeing of the lab.

DOE lab under new management

The DOE recently restructured its contracts for lab management and site remediation. They broke the previous contract in two and awarded management of the lab facilities to the Battelle Energy Alliance, which took over management of the INL on February 1. A separate $3.5 billion site clean-up contract was awarded to a consortium including CH2M Hill and the Washington Group International, effective in May.

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Mission members learned that the INL has been designated by the DOE as the center for nuclear energy research and development, and is the lead on the U.S. next generation nuclear program. It is a multi-faceted lab with expertise in alternative energy, fuel cell technologies, critical infrastructure security, unmanned vehicles and robotics, and wireless communications and Supervisory Control and Data Acquisition (SCADA) systems. The INL has also been given a mandate for National Security demonstration projects, as well as academic, government and international collaborations.

Technology exchange potential

Consulate General staff provided an overview of Canada's Innovation Agenda, with many of its themes being exactly congruent with the new direction of the Battelle management. The mission also provided an opportunity for TransCanada Inc. to outline its Northern Lights project and provide a summary of Canada's oil sands potential, reinforcing important messages on Canada as an energy partner. Other participants included staff from Atomic Energy of Canada Ltd's Chalk River facility, Canada's closest equivalent to the INL. Alberta and B.C. were able to speak to their economic development agendas and showcase companies and institutions that attended from those provinces.

Jeffrey Parker, Canada's Consul General in Seattle, speaks at the reception.

In breakout sessions, each industry sector group focused on their technologies and were able to seek out business partners through round table discussions. Mission members were most pleased with the interaction and their access to the lab facilities and staff. Specific action points were identified for ongoing interaction and technology exchange. Ultimately, the sign of success was that a number of the mission participants were able to enter into agreements with the INL for ongoing business.

For more information, contact Brian Parrott or Jane Shaw, Trade Commissioners, Canadian Consulate General in Seattle, tel.: (206) 443-1777, fax: (206) 443-9735, e-mail: brian.parrott@international.gc.ca, jane.shaw@international.gc.ca, Web site: www.inl.gov.

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the Government of Canada to engage with U.S. legislators and their staffs to discuss the importance of the Canada-U.S. relationship and to highlight specific themes such as North American competitiveness, security, investment in Canada and the need to resolve trade disputes.

Two public events were held on Capitol Hill to allow Canadian representatives to meet and engage with Congress members and their staffers. The "Welcome to 109th Congress" event featured information booths from various federal and provincial departments with issues directly related to Canada-U.S. affairs, as well as a Canadian lunch with specialties from every corner of the country, press coverage and speeches.

In the evening, a reception was held in honour of Ken Taylor, former Canadian Ambassador to Tehran, to commemorate the 25th anniversary of his being awarded the Gold Congressional Medal of Honour by the 96th Congress. Remarks were made by Colin Robertson, Minister and Head of the Canadian Embassy's Washington Advocacy Secretariat, and former Canadian Prime Minister Joe Clark. It was an excellent reminder of the depth of the Canada-U.S. relationship and how each country, as was the case with the September 11 tragedy, is there for the other in times of need.

For more information, contact the Canadian Embassy in Washington, D.C., tel.: (202) 682-1740, fax: (202) 682-7701, e-mail: canada@canadianembassy.org, Web site: www.canadianembassy.org.

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CanadExport is published twice monthly by International Trade Canada's Communications Services Division.
Circulation: 54,000

CanadExport paraît aussi en français.

ISSN 0823-3330

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Publication Mail Agreement Number: 40064047

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The allure of India: exporting opportunities

Living in a nation that stretches from the Himalayas to the tropics, India's billion-plus people make up the world's largest democracy. But the sheer size of the country and its urgent need for development mean that it has an almost insatiable demand for goods and services—a demand that Canadian companies are well-positioned to fill.

Road work ahead

To begin with, upgrading the country's roads, railways, seaports and airports will require hundreds of billions of dollars of investment during the next few years. In the energy sector, India hopes to double its electrical generation capacity by 2012. Environmental quality, largely because of the economy's rapid growth, badly needs attention. Agricultural development will demand new storage, packaging and distribution systems. And in each of these sectors, Canada has both the capacity and skills to provide what India needs.

This is already beginning to happen. According to Statistics Canada, merchandise exports to India earned Canadian businesses $764 million during 2003. This was an increase of 13.4% over 2002 and, because of under-reporting, the real figure could be some 20% higher—which means that Canada's average exports to India are closing in on a billion dollars a year. With such a soaring demand for services and commodities in view, it's no wonder that more and more Canadian firms are discovering the allure of India.

A market like no other

India may, in fact, be the most important emerging market in the world. Its economy is already the 12th largest on earth and is expanding quickly, with an expected GDP growth during 2004-2005 of between 6 and 7.5%. At the same time, however, about 65% of its people are villagers whose living depends on agriculture and poverty is widespread. In the large cities, millions of people crowd into cramped quarters, putting enormous strain on transit systems, water supplies and waste disposal facilities.

In 1991, the Indian government, recognizing that faster economic development could help deal with such problems, began to introduce reforms to liberalize the economy. Among the changes were deregulation of industry, sharp reductions in customs tariffs, lower domestic taxes and simpler rules for foreign investment. As a result, the Indian economy began a steady expansion that has continued to this day.

India's blossoming economy

Economic liberalization isn't the only contributor to India's increasing prosperity. One of the country's greatest strengths is its deep labour pool of highly educated, English-speaking workers, turned out by excellent schools and colleges teaching from high-quality curricula. Technical education is widely available; the country has thousands of engineering colleges offering degrees and diplomas, while more than 800 institutions concentrate on advanced computer training alone.

And it all adds up. During April-September 2004, for example, India's GDP growth stood at 7% overall, despite a weather-related drop in agricultural output. According to the Indian Ministry of Statistics and Programme Implementation, the services sector and the industrial sector did especially well during this period, growing at rates of 8.25% and 8.02% respectively. On the consumer side, lower interest rates have also contributed to the country's economic surge, as the reduced cost of borrowing has released pent-up demand. A reasonable forecast for economic growth during 2005-2006 is 6%, although the Indian government has established a target of 8% for the period. But no matter which prediction turns out to be correct, one forecast is a certainty—Canadian businesses will continue to find new horizons in the east.

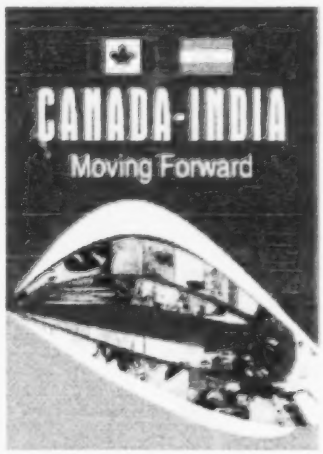
For more information, contact Team Canada Inc's Export Information Service, toll-free: 1 888 811-1119, e-mail: info@exportsource.ca, Web site: www.canadaindiabusiness.ca.

EDC co-publishes India business guide

In keeping with its strategy to build momentum for Canadian trade and investment in India, Export Development Canada (EDC) recently supported the publication of *Canada-India: Moving Forward*, a special guide on the prospects and realities of competing in the Indian market.

This collaboration between EDC and L.B. Associates (Pvt) Ltd. of New Delhi, India, provides helpful and current market information, while illustrating EDC's capacity to assist Canadian businesses—and their Indian

continued on page 5 — EDC



Canada-India trade relations to intensify

During the recent Canada Trade Mission to India, the Government of Canada and the Government of India signed a Joint Declaration on Science and Technology (S&T) Cooperation, setting the groundwork for an agreement with India on cooperation in science and technology. The agreement would further develop the S&T linkages between the two countries in academia, government and the private sector. National science advisors of the two countries will begin to identify areas of cooperation, including biotechnology, health research, the next generation of information technologies, sustainable energy and space and environmental research.

"Canada and India are both strongly committed to increasing their science and technology capacities. Important new investments by both countries in this area present unique opportunities to pool resources, share knowledge and open doors for both Canadian and Indian scientists and companies," said International Trade Minister Jim Peterson.

Minister Peterson was also pleased to accept an invitation from the Confederation of Indian Industry and India's Department of Science and Technology to be the "partner country" of the 11th Technology Summit and Technology Platform to take place in New Delhi next September.

For more information, go to www.teamcanada.gc.ca/india2005.

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counterparts—in pursuing numerous opportunities in India. The guide has been distributed to key decision-makers in both Canada and India.

EDC is keenly interested in developing relationships with Indian businesses and financial institutions that will help foster Canadian and Indian partnerships by leveraging and matching Canadian capabilities to India's needs. It has identified several sectors where it expects to play the greatest role in providing financial and insurance support to Canadian companies: telecommunications, power, advanced technology and machineries, agri-food, oil and gas, railway transportation, environment, forestry, highways, metals and minerals, aerospace and infrastructure (airports and ports).

As well, International Trade Minister Jim Peterson officially announced, on April 4, the appointment of Peter Nesbitt as EDC's first permanent representative to India. Through his on-the-ground presence in the market, Mr. Nesbitt will be able to help Canadian exporters and investors win more business and energize Canada's trade relationship with India.

For more information on EDC services available to Canadian exporters and investors and their Indian partners, contact Peter Nesbitt, e-mail: pnesbitt@edc.ca, or go to www.edc.ca/india. To view a full copy of the guide, go to www.diplomatist.com/page/canada.htm.

A great place to build your exports

On March 31st, the Canada Export Centre (CXC) opened it's doors to a packed crowd of 500 VIP's. In attendance for the ribbon cutting were several federal and provincial ministers, 37 foreign consuls, as well as executives and owners of many of Canada's leading exporting companies, several of whom came from as far away as Nova Scotia for the event.

Working alongside partners in government and industry, each month the CXC will welcome thousands of conference and trade show attendees, trade mission delegates and business travelers looking for opportunities to buy Canadian goods and services. It has been referred to as the as the sorely needed focal point for those wishing to engage in trade with Canada.

An impressive list of over a hundred companies have already committed to participate. Some of the more recognizable names include Alcan, Canfor Forest Products, Ballard Power, HSBC Bank Canada and Nature's Path Foods.

"If the success of similar facilities dotted around the Pacific Rim is any indication, the Canada Export Centre will become a very powerful revenue generator for those exporters who have managed to become exhibitors," mentions CXC President Michael Lyons. Other facilities boast long waiting lists, so those able to capitalize now may soon find themselves in an enviable position.

Eastern Canadian companies see the strategic placement of Vancouver on the Pacific Rim as the gateway to the fastest growing economies in the world and are participating in the centre in order to access these lucrative markets.

For more information, contact the Canada Export Centre, toll-free: 1 877 685-7823, fax: 604-677-7289, e-mail: mark@canadaexportcentre.com, Web site: www.canadaexportcentre.com.

Business mission to Libya and Morocco set for June

LIBYA AND MOROCCO — June 2-10, 2005 — Mark Eyking, Parliamentary Secretary to the Minister of International Trade and Dwain Lingenfelter, Chairman & CEO of the Canada-Arab Business Council (CABC) are leading a business mission to Libya and Morocco to encourage the expansion of Canadian trade and investment with both countries. The mission is intended to assist experienced companies make new contacts and reinforce existing relationships in this region, as well as to introduce new companies to these rapidly expanding markets.

The CABC has an extensive network of contacts in each country. Combining these with the leadership of Parliamentary Secretary Eyking, who has special responsibility for emerging markets, mission participants can expect access to potential government and private sector clients at the highest level.

Business opportunities for Canadian firms cover major sectors and include but are not limited to:

- mining and energy (including oil & gas)
- telecommunications
- environment
- engineering and project management
- education and training

Participate in this business mission and learn more about these growing and dynamic markets.

For more information, contact the CABC, tel.: (905) 568-9413, e-mail: info@canada-arabbusiness.org, Web site: www.canada-arabbusiness.org.

Canada honoured at European Forum on Electronic Administration

Canada was the honorary guest country at the second European Forum on Electronic Administration, held in Paris in December 2004. Canada's participation allowed representatives to showcase our country's expertise in e-government, especially through the Government On-Line program, and to establish numerous contacts with France's e-government community.

Canada's e-government expertise on display

Canada's presence at the Forum was very much appreciated, both for the many ways Canada showcased its experience in e-government and for the partnership opportunities this facilitated. The Forum attracted more than 3,100 people, an increase of 26% from the previous edition.

The event had two main components. One was a series of talks, including four plenary keynote speeches on strategic and policy issues. The other was an exhibition, where exhibitors included government agencies and many business firms offering electronic and other services.

Canada also had an information booth in the exhibition hall, which provided a meeting place for Canadian representatives and their French contacts. The booth also informed visitors about Canada's e-government initiatives and Canadian suppliers.

Provincial presence

Two Canadian provinces—Quebec and New Brunswick—were represented at the Forum. The Quebec delegation consisted of a dozen people from the public and private sectors. They presented various applications, including the "Business Services" portal, which caught the attention of the French delegates. New Brunswick's two representatives took part in the Forum to make the province's on-line information portal, developed by CGI, known to businesses and individuals.

All of these activities favoured many contacts aimed at potential partnerships between Canadian governments and businesses and their French counterparts. In particular, Public Works and Government Services Canada proposed its "Change Management in the Public Service of Canada" service as marketable to French institutions.

Canada's expertise will be showcased again at the ***Assises du Net*** (Nice, May 11-12, 2005) and at the Digital Information Exhibition, or ***I-expo*** (Paris, June 1-2, 2005). Both events will feature a closer look at e-government, with the *Assises* focusing on communication tools available to French communities and *I-expo* discussing information management solutions available to French businesses and institutions. For further details on these events, go to www.reseau-ideal.asso.fr/site-ntic5/index.html for the *Assises du Net* and www.i-expo.net for *I-expo*. Registration is still open for these two events and there will be a "Canadian Village" at the *I-expo* exhibition.

For more information, contact François Gauthé, Trade Commissioner (Information and Communication Technology), Canadian Embassy in France, tel.: (011-33-1) 44-43-23-58, fax: (011-33-1) 44-43-29-98, e-mail: francois.gauthe@international.gc.ca, Web site: www.amb-canada.fr.

Tap into Andean ICT markets with Wireless Mission

COLOMBIA, ECUADOR, PERU AND VENEZUELA — October 17-28, 2005 — International Trade Canada (ITCan) is inviting Canadian exporters to join an "ICT Wireless Mission" to explore sales and investment opportunities in the Andean region. The Andean ICT market offers many opportunities—particularly in the wireless sub-sector. Major investments and upgrades are planned by numerous telecommunications companies operating in the region, both domestic and foreign, fixed-line and wireless.

The market is characterized by strong demand and interest in voice over Internet protocol (VoIP) technology and wireless technologies at the enterprise and carrier levels, with strong opportunities in optical and security-focused ICT products and for applications such as e-learning. On the wireless side, demand—particularly for WI-FI (Wireless Fidelity) and VSAT (very-small-aperture terminal) equipment—is also being driven by development-focused projects led by national and international public institutions.

The ICT Wireless Mission will include the following destinations:

- **Lima, Peru** - October 17-18
- **Quito, Ecuador** - October 20-21
- **Caracas, Venezuela** - October 24-25
- **Cartagena, Colombia** - October 26-28

The mission programs in each country will provide participating Canadian companies with an opportunity to present their products and services to a targeted audience of key industry and government representatives, to meet one-on-one with potential partners, to benefit from networking events and to receive expert advice on doing business locally. For seminars in Peru, Ecuador and Venezuela, a non-refundable business program fee of $750 will apply for each company and registration is on a first-come, first-serve basis.

The last stop on the trip will be in Cartagena, Colombia, where Canadian companies will have the additional opportunity to participate in ANDICOM 2005, one of the largest telecommunications trade fairs in the Andean region.

For more information, contact Rana Burley, South America Division, International Trade Canada, tel.: (613) 944-1438, fax: (613) 943-8808, e-mail: rana.burley@international.gc.ca. For more on ANDICOM 2005, go to www.cintel.org.co.

Canadian Consulate in Detroit toasts the wines of Canada

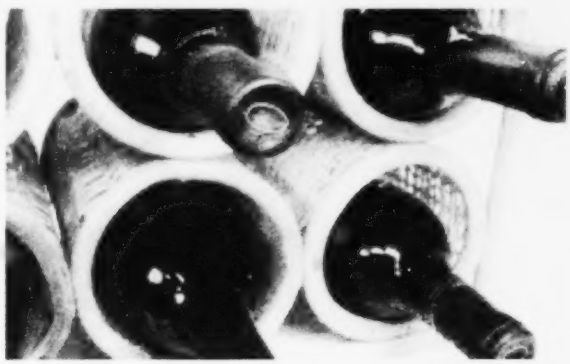
In March, Canadian wines were the star attraction when Canada's Consulate General in Detroit, Michigan, hosted "Wines of Canada"—a tutored tasting event in their Renaissance Center offices. The tasting and accompanying lecture were attended by over 30 U.S. wine and beer importers, distributors and retailers, as well as by food and wine writers from both Michigan and Ohio.

In an effort to raise awareness of Canadian table wines, the Consulate General, last fall, commissioned a group of international business MBA students from Walsh College, a business school in suburban Detroit, to create a Canadian Wine Exporter's Guide. The report, which was officially presented to Canadian wine producers prior to the tasting, provides information about label requirements, distribution channels, and legal regulations governing the sale of wine in four U.S. states in the region. It also features interviews with some of the area's importers, distributors, retailers and restauranteurs.

The tasting featured a broad variety of wines, including Cabernets, Pinots, Chardonnays and others—not just the ice wines for which Canada is already renowned. Wine producers from Ontario, British Columbia, and Nova Scotia were represented at the event. Similar programs may be held in other cities throughout the region later this year.

The Canadian Consulate General, in Detroit since 1948, is Canada's official government trade representative to the states of Michigan, Ohio, Indiana and Kentucky, and welcomes your requests for assistance.

For more information and to receive a copy of the Exporter's Guide, contact Tom Quinn, Canadian Consulate General in Detroit, tel.: (313) 446-7024, fax: (313) 567-2164, e-mail: tom.quinn@international.gc.ca, Web site: www.can-am.gc.ca/detroit.



AUTOMOTIVE

Tunis, Tunisia — June 16-17, 2005 — Tunisia's Industry Promotion Agency is organizing an **international partnership in the auto parts and plastics sectors**, a side event to SIAT 2005, Tunisia's international auto show. **For more information**, contact Lassaâd Bourguiba, Trade Commissioner, Canadian Embassy in Tunisia, tel.: (011-216) 71-104-056, fax: (011-216) 71-104-193, e-mail: lassaad.bourguiba@international.gc.ca, Web site: www.tunisieindustrie.nat.tn.

CONSUMER PRODUCTS

Dubai, U.A.E. — September 17-19, 2005 — The **Private Label Middle East** exhibition will bring together buyers who are looking for manufacturers and suppliers that can help them in creating their own label and private branded products. **For more information**, contact Venky Rao, Organizer's Representative, tel: (905) 896-7815, email: venkyrao@rogers.com, Web site: www.channelsexhibitions.com.

FOREST INDUSTRIES

Stockholm, Sweden — June 14-26, 2005 — The **SPCI 2005 World Pulp & Paper Week** will include conferences and an international exhibition for pulp and paper industry suppliers. **For more information**, contact Maria Stenberg, Business Development Officer, Canadian Embassy in Sweden, tel.: (011-46-8) 453-3000, fax: (011-46-8) 453-3016, e-mail: stkhm-commerce@international.gc.ca, Web site: www.spci2005.com.

METALS, MINERALS & RELATED EQUIPMENT

Brisbane, Australia — July 5-6, 2005 — The **Austmine 2005** conference is a major event in the Australian mining industry for buyers and sellers, featuring presentations and a trade exhibition. **For more information**, contact Sarah Powles, Trade Commissioner, Canadian High Commission in Australia, tel.: (011-61-2) 6270-4000, fax: (011-61-2) 6270-4069, e-mail: sarah.powles@international.gc.ca, Web site: www.austmine.com.au.

Muswellbrook, Australia — September 20-22, 2005 — **Mining & Energy 2005** is an international standard exhibition showcasing a large range of equipment and services for the mining, energy and engineering industries. **For more information**, contact Sarah Powles, Trade Commissioner, Canadian High Commission in Australia, tel.: (011-61-2) 6270-4000, fax: (011-61-2) 6270-4069, e-mail: sarah.powles@international.gc.ca, Web site: www.me.reedexpo.com.au.

Kalgoorlie, Australia — October 18-20, 2005 — Attend **Goldfields Mining Expo** in Western Australia, a region with major gold, silver and nickel production. **For more information**, contact Sarah Powles, Trade Commissioner, Canadian High Commission in Australia, tel.: (011-61-2) 6270-4000, fax: (011-61-2) 6270-4069, e-mail: sarah.powles@international.gc.ca, Web site: www.gmexpo.com.au.

OIL & GAS

Macaé, RJ, Brazil — June 15-17, 2005 — Don't miss one of the fastest growing offshore events in the world at the **Brazil Offshore** trade show and conference. The Canadian Consulate in Rio de Janeiro will be featuring display areas with information about Canadian companies. **For more information**, contact the Canadian Consulate General in Rio de Janeiro, tel.: (011-55-21) 2543-3004, fax: (011-55-21) 2275-2195, e-mail: rio@international.gc.ca, Web site: www.mgdobrasil.com.br/offshore.

Maracaibo, Venezuela — June 28-30, 2005 — Attend the **Latin American Petroleum Show 2005**, Venezuela's international oil & gas event, where Canada's Trade Commissioner Service in Caracas will have a booth where Canadian companies may wish to exhibit or provide material for distribution. **For more information**, contact the Canadian Embassy in Venezuela, e-mail: crcas-td@international.gc.ca.

Rio de Janeiro, Brazil — October 17-19, 2005 — There will be a Canada pavilion at the **Rio Pipeline 2005 Conference and Exhibition**, where both the Federal Government and Alberta Economic Development will participate. **For more information**, contact the Canadian Consulate General in Rio de Janeiro, tel.: (011-55-21) 2543-3004, fax: (011-55-21) 2275-2195, e-mail: rio@international.gc.ca, Web site: www.ibp.org.br.

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